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AMERICAN LIBRARY ASSOCIATION

Vol. 2, Series II

January 1, 1946

Number 3

Issued Quarterly

ARKANSAS STATE LIBRARY COMMISSION

in cooperation with

ARKANSAS LIBRARY ASSOCIATION

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A Message From the New President Of the State Association

The time has now come to join the Arkansas Library Association for the year 1946. The dues are small for each individual, \$1.00 a year, but this money enables the association among other things to hold an annual meeting and to publish in cooperation with the Library Commission the bulletin, Arkansas Libraries. These activities are essential to a strong organization, and a strong organization is essential to better libraries for Arkansas.

In Arkansas we have been so pleased with how much has been accomplished within a few years that we may be prone to forget how far we are from satisfactory library service for the entire state. The State Library Commission's publication, "A Program for the Development of Library Service in Arkansas" describes forcefully what needs to be done to perfect what has been so effectively begun. The first step will probably be an effort to pass the legislation defeated by a small margin in 1944, the amendment permitting counties to vote a tax for library service. The defeat of that amendment may have the wry virtue of making every one realize that there is important and hard work for each person within the association.

ARKANSAS STATE LIBRARY COMMISSION

Miss Pearl Williamson, Chairman.....	DeQueen
Mrs. Merlin Moore.....	Little Rock
J. E. Howard.....	Clarendon
Mrs. M. F. Kirby.....	Rogers
Mrs. C. E. Moseley.....	Camden
R. H. Moore.....	Jonesboro

Leta Sowder, Librarian and Executive Secretary

OFFICERS OF THE ARKANSAS LIBRARY ASSOCIATION

Mrs. Catharine T. Chew, President.....	Pulaski County Library
Miss Rosemary Zell, Vice-President.....	Little Rock Public Library
Miss Mary Clifton, Secretary.....	Hot Springs High School Library
Miss Elsie Weisenberger, Treasurer.....	Hempstead County Library
Mrs. Earle Spencer, Member-at-Large.....	Pine Bluff Public Library

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Arkansas Libraries

Vol. 2, Series II

Jan. 1, 1946

Number 3

Public Relations For Libraries: Or, First Things First

By Ella V. Aldrich¹

It is the consensus among many librarians and those concerned with the future of libraries that the survival of the American Public Library depends upon the effectiveness of its public relations. John Adams Lowe, Librarian of the Rochester Public Library, states that publicity is necessary if the library is to hold its own socially, educationally and economically. And of course, publicity is only a part of public relations, even though a most important part. A prominent Canadian advertising specialist says that a more thorough job of publicity must be done if libraries are to receive the recognition they deserve. Miss Perry of the Bellevue, Ohio, Public Library contends that our libraries are as strong or as weak as our system of public relations.

What do we mean by Public Relations? Rex Harlow, head of the American Council on Public Relations, interprets it as "an art and a science based on the foundations of the relations of human beings with one another, not singly—but in groups." Again quoting Miss Perry, "Public Relations is a network of sensory nerves connecting the public library with each and every group in the community."

The term "public relations," as the term "adult education," has become so inclusive in our general thinking that not only those who hear it but those who use it become confused in interpretation and limitation. *Or* we are inclined to look upon it as "publicity." I shall limit my remarks on public relations for libraries to the field of such contacts with business, organized groups and government—in other words, relations of human beings with one another, not singly, but in groups, through a program connecting the library with each and every group in the community, with adequate publicity to promote the program.

Libraries have been slow to develop public relations in any field. As a profession, we are notorious rut-dwellers. We know a lot about libraries; but men, women and children, whom we lump

¹Miss Aldrich is assistant Professor of Library Science at Louisiana State University. She is head of the Department of Junior Division of Books and Libraries and teaches the course in County Libraries in the Graduate Library School. Before coming to L.S.U., she conducted an American Library Association Fellowship Study investigating county and regional libraries. This paper was presented at the Association Meeting, November 9, 1945.

together as our "publics," really know very little about libraries. These publics and our profession seem to have peculiar ideas about one another in relation to libraries. Convincing proof of what they think of us and our gloomy surroundings is shown in literature, for instance in *A Tree Grows in Brooklyn*, and in motion pictures like *Shadow of a Doubt*. Library schools have been so busy grinding out technicians that we are in the backwash of outmoded methods of selling our wares, largely because libraries have demanded such graduates and administrative librarians have given these graduates little opportunity to develop into anything else; and also because techniques are tangible and library school students can clutch them as equipment for jobs. *Not until we are accorded the institutional status given to church and school can we feel that our job is well done.* The use of libraries is voluntary, which is not true of schools. The use of churches is voluntary, but that use is the result of powerful motivations which we cannot claim.

Few libraries have adequate budgets; the percentage of our population without library service has not changed in years. A change in our line of attack *must* be necessary because our methods have not brought either the financing we need or the use we can serve. It seems to me that the *obvious channel for the achievement of both is a well-planned program of public relations which would increase our public to 70% of the population instead of the general 35%, and provide adequate funds to serve such a percentage.*

I said that men, women and children know little about libraries, —especially men. Who are our biggest taxpayers and therefore the voters in tax elections? *Men.* Who make up the personnel of our city councils, our county courts and legislative bodies? *Men.* Who form the bulk of leadership in business? *Men.* Do they know about libraries? They do not! The purse strings for public expenditures are held by men. Who are the members of organized groups for civic work? Both men and women. Naturally, there are some powerful groups composed of women, and their support is indispensable.

These three "publics"—business, government and organized groups— have long been the step-children of library service, with the result that those who control legislation on local and national levels and those who control budgets are inclined to think of libraries as nice institutions for women and children where light fiction and story books are found in abundance. And they aren't far wrong. Until they are made to feel that libraries are indispensable in their lives, both vocationally and avocationally, because they have experienced the satisfaction of getting information quickly and easily, we have a big job to do. It is not a fact that business men, professional men and governing bodies will give all-out support to libraries merely because their wives and children use public libraries.

Public relations can be used to create an intelligent, informed

and favorable public opinion, without which no publicly supported institution can exist, especially one whose use is voluntary. Since we depend upon good public relations for our very professional existence, it behooves us to make known just how much we in libraries can *do for* our communities.

Charles W. Sumner of the Youngstown and Mahony County Library, Ohio, speaks of "the necessity of having our importance not only acknowledged by those in authority but actually recognized with positive consideration, and that our inferior priority rating is but a symptom of the indifference with which public libraries have been treated in the past and will be ignored in the future." During the recent war libraries were not declared essential. The reference department of the New York Public Library, which was giving vitally important information to numerous essential agencies, was refused an essential rating. Every public library in the country can hold itself indirectly to blame in some measure for this attitude by not serving governmental agencies adequately in the past, because the decision was made in Washington where the men from our communities make such decisions. Librarians have been dubbed as political illiterates. Examine your own experience and decide whether you are capable of discussing legislation in the language of lawmakers and politicians and with full understanding of legal possibility in your area. We should do more to understand the techniques of political action so we won't have to work against disadvantages we don't deserve.

Certainly a newly established library can begin with a program of service to business, organized groups and government; and those of long establishment can clean house and do much to break the shackles of treadmill service and cumbersome routines. Let's take service to organized groups. The initial step in serving them is the preparation of an *up-to-date* file of such groups with pertinent information as to their purposes, officers, times and places of meeting, and copies of their yearbooks or projects. Hardly a one of them would fail to profit by assistance from the library, but they have to be given concrete evidence of such assistance. Great help can be given in the preparation of their yearbooks and in promoting their programs by having the required materials. Displays of books and annotated booklists are welcome in most groups. Holding one of their meetings in the library with simple instruction is useful. But do not offer what you cannot give. Always have something to say and say it well. Talks at organizations can be productive of useful contacts and can promote the programs of the groups, or they can be an interlude on the program of a group of listeners whose major interest is elsewhere. Keep alert to what meetings are being held in your area; and when a group has a guest speaker or is sponsoring a lecture, call attention to the meeting with a display of pertinent materials, preferably in a window. Try to have the speaker call attention to the books you have got especially for

the occasion, and be sure to have the books he recommends. However, avoid *nursing* one group more than another and in time-consuming effort for a few. In rural areas it is imperative to have the cooperation of home demonstration clubs and farmers' groups. The approach is through the Home Demonstration and County Agents and good service to their groups *as groups*, and the field is wide open.

Service to organized groups is the quickest way of reaching a large percentage of the population, and usually results in *organized* support of the library. The parish libraries and demonstrations in Louisiana have found it of inestimable value in tax campaigns. Not a single tax election has failed where such service has been promoted during the demonstration period, in addition to serving business and government. I shall always believe that the lack of such a program in the Tri-Parish Demonstration was a tremendous factor in the failure of the tax in two of the three parishes. It is true that during the demonstration it was necessary to have three different administrative librarians, but under such circumstances, it was all the more imperative to have *organized* public opinion.

The second "public" I shall discuss is business. That field has been badly neglected by most libraries. Any service to business should begin with a business survey, a simple survey on cards, classified by businesses; and let me urge you to include such items as hobbies and reading interests of business men, as well as the necessary vocational facts.

If you have a Committee for Economic Development in your community, it is an excellent group to work for and with. City Planning and County Planning groups fall in the same category. Regardless of the size of your library, service to business has a place in your program; you should have a focal point for such service, even though it is only the corner of a room with a few business books centered around a copy of Thomas' *Register* and a good commercial atlas. Telephone directories of nearby cities and towns are important to business people. Can you imagine a grocer's not being the friend of a library which helps him display his wares to please the eye with a book like *The Grocer's Idea Book*, or which gives him an annotated booklist, "Collect Those Bills!"? Or the proprietors of small stores failing to support the library after being able to set up a simple accounting system after studying *Record Keeping for a Small Store*? And what about the enterprising beauticians to whom you have given *Profitable Beauty Shop Management*? Or the pharmacists' interest in having *Drug Store Management* called to their attention?

On a larger scale, monthly lists of new business books sent to various classifications of business, special bibliographies and surveys of certain phases of business literature, analyses of periodicals in the field—all help to convince them. Is your library a member of the Chamber of Commerce?

The idea of library service must be brought to the attention

of an engrossed business man over and over again. He will finally profit by it when he has had the satisfaction of getting information quickly; and when he does, the library will have a firm friend. Libraries have long recognized the necessity of branches to serve residential communities far removed from the central library, whether municipal or county. This principle of service applies equally to business.

What about service to government? If it is the City Council you are serving, send bountiful material on the subjects coming before the Council—garbage disposal, bus transportation, the training of policemen. Supply material on budget-making for municipal government, and for county government to the County Court. Are the members of the State Legislature in your area regularly supplied with up-to-date material on matters you know are coming before the legislature at the next session? Have they an informed opinion about the library and forthcoming legislation? Can you “lobby” in their language and do you know as much about the machinery of lawmaking as you expect them to know about the library? If not, then get busy.

Libraries have too long served only individuals. *Organized* channels of public opinion are necessary for adequate support.

Preliminary to the program of Public Relations I have mentioned, an analytical survey of your library should be made—of the history, aims and ideals, achievements and failures, services and disservices, needs and future plans, both short and long range. The program itself requires long-time planning; it is a continuous process, subject to change in a rapidly changing world. If you haven't a clear picture of your problems, the most brilliant program and staff cannot supply the answers.

There is much any library can do to serve business, organized groups and government officials which has as the pay-off adequate funds, sound library legislation and an enthusiastic public.

Business Aids From the Committee Of Economic Development

Librarians who are alert to the opportunity to serve businessmen of their communities will welcome the packet of business aids prepared by the Committee of Economic Development.

CED's library service consists of a packet of excellent materials and a poster, “Your Library.” This is being mailed from the State Library Commission to the larger public libraries of the state and the county libraries. Any libraries which have not received one of the packets may write the Commission for one which will be sent free of charge.

Arkansas Library Association

COMMITTEE APPOINTMENTS

1946

Standing Committees

Membership

Miss Elsie Weisenberger, Hempstead County Library, Chairman.
Mrs. Mabel Krick, Little Rock Public Library
Miss Grace Upchurch, University of Arkansas Library
Mrs. Geraldine Wilson, Pine Bluff Public Library

Education (Continued from 1945)

Mrs. Hazel Deal, North Arkansas Regional Library, Chairman.
Miss Leta Sowder, Arkansas State Library Commission
Miss Mary Clifton, Hot Springs High School Library
Miss Syble Tatom, Henderson State Teacher's College Library
Mrs. C. C. Wilking, El Dorado Public Library

Legislative

Archie House, Trustee, Little Rock Public Library, Chairman.
Miss Elizabeth Malone, Public Library of Jonesboro and Craighead County
Marvin Miller, University of Arkansas Library
Mrs. I. C. Oxner, State Library Commission

Program

Miss Rosemary Zell, Little Rock Public Library, Chairman.
Mrs. Minnie L. Davidson, University of Arkansas Library
Mrs. Opal Kendall, Clarksville High School Library
Mrs. John Moose, Pulaski County Library Board
Mrs. Nancy Rutherford, Jefferson County Library

Special Committees

Cooperation with A.L.A. (Continued from 1945)

Marvin Miller, University of Arkansas Library, Chairman.
Miss Ethel Millar, Hendrix College
Mrs. Earle Spencer, Pine Bluff Public Library
Miss Eula McDougal, Mississippi County Library
Miss Jacqueline Rainwater, Southwest Arkansas Regional Library.

Publications (To Assist with Arkansas Libraries)

Miss Constance Mitchell, State Teachers College Library, Chairman.
Miss Mary Dowdle, Little Rock Senior High School Library
Miss Leila Heasley, State Library Commission

Publicity

Miss Sally Large, Little Rock Public Library, Chairman.
Mrs. Terry Griffith, Independence County Library
Mrs. George Dews, Arkadelphia and Clark County Library

REPORT OF AMERICAN LIBRARY ASSOCIATION MID-WINTER MEETING

December 27-30, 1945

Leta Sowder, Arkansas State Library Commission

We wish that you all could have gone with us to the Midwinter meeting of the American Library Association. The opportunity to hear the discussions among the leaders in our profession as well as trustees on such topics as WHERE DO WE GO NOW? WHAT LIBRARY POLICIES AND PROGRAMS DOES THE NEW WORLD NEED? IS PERSONNEL ADEQUATE FOR THE JOB? NEED FOR RECRUITING. FEDERAL RELATIONS PROGRAM. REPORT ON LIBRARY DEVELOPMENT FUND CAMPAIGN cannot be valued too highly. These discussions on Thursday and Friday afternoons and Saturday morning led up to the meeting in which we were most interested—that meeting that began Sunday morning at 10:00 a. m., and lasted until 3:30 p. m.

Reports on these discussions will appear in an early ALA bulletin. If you are not yet a member of the American Library Association, join now so that you will get the January bulletin in which will be published reports on the Midwinter meeting.

Every Arkansas librarian would have been gratified to see Arkansas stand out on the map of the United States, giving results of the Library Development Fund, which was on display. When Miss Rothrock reported for Carl Vitz on the Library Development Fund, it was a great thrill to see Arkansas right up at the top of the list.

I wish you all could have been with Mrs. Martin and me to hear the applause when Miss Rothrock reported that Arkansas had reached 120% of her goal in the Library Development Fund.

On Sunday Paul Howard, Director of the ALA Federal Relations Office in Washington, which was established as a result of the Library Development Fund, reported in detail on the program for advancing libraries—the eight planks in the program on which he has worked and is working now. These eight planks are:

1. Surplus property.
2. Surplus books.
3. Research.
4. Social security.
5. Public works.
6. Book postal rates.
7. Federal aid for demonstrations.
8. Document distribution.

As Mr. Howard said, work on one of these planks means work on all. We already know what has been done concerning postal rates. We still retain the low postal charges for the shipping of books to and from libraries. All of us in Arkansas know what help those low rates have been to us. We simply could not have accomplished so much if we had had to spend more of our already low budgets on postage charges.

As a result of Mr. Howard's work on this, and with surplus property, libraries have been brought to the attention of many of our congressmen who would not have thought of them otherwise. The work on surplus property and books resulted in a state representative of the U. S. property agency to work with educational agencies in all states and with the Office of Education. Crawford Greene formerly of the Education Department is the federal representative. We will have information shortly from Wm. H. Moore, state representative, and Mr. Greene concerning surplus property for educational institutions and for public libraries.

House Resolution 4499 introduced October 25, 1945, provides for a public works program in each state for schools, educational institutions, and for public libraries. The resolution is now in the hands of the Education Committee of the House. If and when it is introduced in Congress, Arkansas librarians and trustees should work actively in the interest of its passage.

The item of greatest interest to Arkansas librarians is the bill for funds for a library demonstration. This bill is soon to be introduced in Congress and will provide for \$25,000 per year for four years in states to extend library service to areas now without libraries or with inadequate service. This, if passed by Congress, will provide for demonstrations on library service on a better scale than we have been able to do in Arkansas. Think what it will mean to us in Arkansas to have an additional \$25,000 to help establish county or regional library service.

As soon as this bill is introduced, we will ask for copies of it for you to examine. Librarians and trustees must then begin at once to urge Arkansas congressmen to favor the measure.

A State Committee on Federal Relations is to be appointed by Mrs. Catharine Chew to work directly with Paul Howard and the national Federal Relations Committee. While this Committee will be directly responsible for coordinating state support for this bill and contacting our congressmen in support of this bill and similar bills, all of us in Arkansas are certainly members of this Committee as far as interest in it is concerned. We are all vitally concerned in furthering the extension of library service, and this extension depends on our support of Mr. Howard and his program, which is our program. Mr. Howard represents us and we must help him in every way possible.

Minutes Of the Twenty-Third Annual Conference Arkansas Library Association

November 8-9, 1945

Theme: Better Libraries Through Cooperation

November 8, 2 p. m. General Session. The twenty-third annual conference of the Arkansas Library Association opened in the auditorium of the Little Rock Public Library with Mrs. Catharine T. Chew, Vice-President of the Association, presiding. Mrs. Chew introduced Miss Constance Mitchell, Librarian, Arkansas State Teachers College, who presented Governor Ben Laney who made a welcoming address.

Miss Ella V. Aldrich, Professor of Library Science, Louisiana State University, spoke on "Library Public Relations" stating that an increase of 35 to 70% in the use of library services was desirable and that a well-planned program of public relations would do much to accomplish this.

7 p. m. Dinner meeting, Freiderica Hotel. Mrs. Allie Beth Martin, President, presided and presented Mr. A. F. House, Vice-President of the Board of Trustees of the Little Rock Public Library, who introduced Major Louis Shores, Director of Peabody Library School, on military leave. Major Shores spoke on "One Librarian's War."

November 9, 9:30 a. m. General Session. The meeting was in charge of Mrs. Allie Beth Martin, President, who presented Miss Leta Sowder, Librarian and Executive Secretary of the Arkansas Library Commission. Miss Sowder spoke on the "Proposed Plan of Library Development for Arkansas," stating that plans had been started to amend the state constitution so that support for libraries may be gained by permitting counties to vote a library tax. She pointed out the advantages to be gained by several counties, or counties and cities, combining library resources.

Following Miss Sowder's talk, Mrs. Martin presided at the business session. The secretary read the minutes of the last meeting and they were approved as read.

Miss Elizabeth Malone, Chairman of the Nominating Committee, reported the following nominations:

President: Mrs. Catharine T. Chew, Librarian, Pulaski County Library.

Vice-President: Miss Rosemary Zell, Little Rock Public Library.

Secretary: Miss Mary Clifton, Librarian, Hot Springs High School Library.

Treasurer: Miss Elsie Weisenberger, Librarian, Hempstead County Library.

Member-at-large: Mrs. Earle Spencer, Librarian, Pine Bluff Public Library.

The nominees were elected unanimously.

Mr. Marvin A. Miller, A. L. A. Councilor, reported that Arkansas subscribed over 20% more than its quota to the Library Development Fund. He read a letter of congratulations from Carl Vitz, A.L.A. Chairman, to Miss Sowder, Arkansas state chairman.

Mrs. Hazel Deal, Chairman of the Education Committee, reported that the committee had had a four-point program: (1) certification; (2) institutes for teacher-librarians; (3) teaching the use of books and libraries in the public schools; (4) the preparation of a bibliography of aids for club program. Progress had been made towards these goals as follows: (1) a tentative certification law had been drawn up; (2) county librarians had met with teacher-librarians in a number of workshops, and regional institutes; (3) a joint committee of A.E.A. and Ark. L.A. has been appointed to consider the problems of school library service; (4) a bibliography of club-program aids has been compiled.

Miss Constance Mitchell, Chairman of the Legislative Committee, reported that the 1945 General Assembly had voted a \$25,000 increase for library work in Arkansas for the 1945-47 biennium over the appropriation for the previous biennium.

Miss Frances Barnett, Chairman of the A.L.A. Membership Committee, reported a 27% increase in Arkansas members of A. L. A. This increase was seventh in the United States.

Mrs. Martin displayed a new record book into which the minutes and other records of the Association had recently been copied. She expressed thanks for the work of collecting and copying the records to the following committee: Mrs. Mabel Krick, Mrs. Bea Hardcastle, Mrs. Leonard Caldwell, of the Little Rock Public Library; Miss Mary Prince, Librarian at Camp Robinson; Mrs. Marie Pinckney and Mrs. Ann Bracy of the Library Commission.

Miss Evie Shaw, Chairman of the Resolutions Committee, made the following report:

We, the members of the Resolutions Committee of the Arkansas Library Association, submit the following report:

Resolved: that we express our sincere thanks to Miss Vera Snook and the Staff of the Little Rock Public Library for their hospitality.

Resolved: that we express our appreciation to Governor Ben Laney for his welcoming address, and to Miss Ella V. Aldrich and Major Louis Shores for their inspirational talks.

Resolved: that we express our thanks to the Arkansas Library Association and the Arkansas State Library Commission for their splendid planned program.

Resolved: that we express our thanks for the various exhibits of books and library equipment.

Evie Shaw, Chairman.
Lucy A. Sanders
Nina Turner

Motion for adjournment was made and seconded. The meeting adjourned at 11:30 a. m.

12 M. Luncheon meeting, Freiderica Hotel. Miss Leila Heasley conducted a "Publicity Roundtable."

2 p. m. Sectional meetings, Little Rock Public Library.

The Public and County Library Section and the School Library Section held a joint meeting in the auditorium. Miss Leila Heasley, Field Representative, Arkansas State Library Commission, discussed "Records for the Library." Miss Gladys Sachse, Yell County Library, spoke on "Teaching the Use of Books and Libraries through Schools." The two sections held separate discussions. Miss Elizabeth Malone, Librarian of Jonesboro Public and Craighead County Library led the discussion of the Public and County Library Session on "Promoting Reading, Particularly Non-fiction, among Rural Readers." Mrs. Jessie Bach was elected chairman of the section for 1946.

The subject of the School Library Section was "Problems of the School Library." Mrs. Arline L. Kendall was elected chairman and Mrs. Annie M. Eddins, Secretary.

The Trustees Section met in the Lena Latkin Room. Miss Ella V. Aldrich spoke on "How to Conduct a Successful Tax Campaign." Officers elected were Mrs. John M. Moose, Chairman; J. R. Kenan, Vice-President; Mrs. Clare Speer, Secretary.

The College and University Section met in the Arkansas Room. Miss Ina H. Knerr spoke on "Special Aids for the University Library." Miss Syble Tatom led a round table discussion on "Re-conversion and the College Library." Miss Tatom was elected Chairman for 1946 and Miss Ethel Millar, Secretary.

Respectfully submitted,
Georgia Clark
Secretary.

Monette Plans New Library Building

The proposed Kohn Community Library building in Monette promises to be one of the most attractive small libraries in the state on its completion. A gift of \$1,500 from the estate of Mrs. A. Kohn provided the impetus for the drive for funds for the building. Citizens of Monette and surrounding territory raised additional funds to more than match the original gift.

The Kohn Community Library is a branch of the Craighead County Library. Mrs. L. B. Hubbard is chairman of the Monette library board and Mrs. J. W. Buzick is co-chairman.

Treasurer's Report

November 7, 1945

Report of the Treasurer of the Arkansas Library Association for the period of December 9, 1944 - November 8, 1945.

RECEIPTS

Balance on hand December 1, 1944-----	\$	\$ 240.62
Library development fund -----	577.90	
Members' dues (1944) -----	71.00	
Members' dues (1945) -----	183.00	831.90
Total-----		\$1,072.52

DISBURSEMENTS

American Library Association-----	\$577.90	
Postage - -----	46.48	
Mimeographing (constitution) -----	7.65	
Flowers - -----	1.53	
Stationery - -----	15.56	
Printing (membership notices) -----	8.14	
Cardboard - -----	.24	
Service charges (Bank) -----	5.52	
Postcards - -----	1.30	
Mimeographed Cards -----	.60	
Telephone Charges -----	3.98	668.90
Balance on hand Nov. 8-----		403.62
Total-----		\$1,072.52

North Arkansas Regional Library Gets \$1,500 For Improvements

Work has begun on an addition to the headquarters of the North Arkansas Regional Library in Harrison. Mrs. Hazel Deal, librarian, reports that \$1,500 has been donated by Harrison business men and business firms to the Harrison Woman's Book Club which sponsors the library. The addition will represent an estimated total expenditure of about \$2,500, including purchase of necessary lot space which has already been paid for by the Woman's Book Club.

The extension will include an office, work room, storage space for books and a meeting room.

Education Committee Report 1945

MEMBERS: Mrs. Hazel H. Deal, Chairman.

Miss Leta Sowder, Arkansas Library Commission

Mrs. C. C. Wilking, El Dorado Library

Miss Mary Clifton, Hot Springs High School Library

Miss Syble Tatom, Henderson State Teachers College

MEETINGS: February 9, 1945, in Little Rock.

July 21, 1945, in Little Rock.

PROGRAM: At the February meeting, the committee was organized with Mrs. Deal as chairman and Miss Tatom, Secretary. A four-point program was adopted and one member assigned to work on each point.

- (1) State Certification of Librarians—Miss Sowder.
- (2) Institutes for teachers and teacher-librarians—Miss Clifton.
- (3) Teaching the use of books and libraries to teachers and teacher-librarians—Miss Tatom.
- (4) Adult education—Mrs. Wilking.

PROGRESS: At the July meeting, the committee in full attendance, reported the following progress:

- (1) Certification: Miss Sowder, assisted by Mrs. Allie Beth Martin, obtained copies of the Certification Laws of other states and taking the best features of these, developed a Tentative Certification Law and Set of Standards particularly adapted to Arkansas libraries. These were submitted for criticism to a large number of librarians in the county, public, college, and school libraries over the state. Following their suggestions, the Tentative Law has been revised and modified until, in its present form, it is broad in scope, allowing for recognition of all librarians now in service in the state; and is high in its requirements as a safeguard for future personnel. A great amount of thought and labor has gone into the formulation of this Tentative Certification Law and Standards and it is with all earnestness that the Education Committee presents it to the Association for further action. A copy of the Tentative Law and Standards is attached to this report.
- (2) The need for closer understanding between teachers and librarians was brought to the attention of the committee by Miss Clifton and plans for a State or for several Regional Institutes for these groups were discussed. It was decided to make a trial case with one institute and, if successful, to develop others wherever possible in the state. Due to unavoidable circumstances it was impossible to

carry out the plans for the trial institute, but some good work was carried out in this field by the following librarians: Miss Sowder and Mrs. Martin attended a teacher's workshop at the University of Arkansas and spoke on several occasions on school library service and book selection for schools. Mrs. Martin spoke to three classes at Arkansas State Teachers College and to teachers in Howard and Polk Counties; Miss Sowder to teachers in Greene County; Mrs. Deal in Carroll and Newton Counties; Miss Clifton in Garland County; Miss Tatom to the Workshop at Henderson State Teacher's College; Miss Norah Martin to groups in Randolph County; and Miss Gladys Sachse in Yell County. Doubtless other librarians have done similar work this year and the Education Committee highly commends this practice. However, it is believed that much more can be accomplished by institutes, organized and conducted by the librarians, to work out mutual problems with the teachers. The Committee recommends that the Association continue efforts toward this goal.

- (3) At the February meeting of the Committee, Miss Tatom expressed the desire that teachers and teacher-librarians be taught how to teach the use of books and libraries. She related how teacher-training institutions are getting back precisely what they have sent out: students who do not know how to use books and libraries. The committee decided to sponsor the introduction of this training in the curricula of the teacher-training institutions in Arkansas. Miss Tatom reported at the July meeting that she had done the following: (1) Sent a letter to Mr. T. M. Stinnett, Director, Division of Teacher Education and Certification, State Department of Education, to learn if the Advisory Council would consider the Committee's proposal that teaching the use of books and libraries be incorporated in the teacher-training curricula of Arkansas; (2) Received a most encouraging reply from Mr. Stinnett; (3) Sent a letter to each of the twenty school, college, and university librarians listed in the 1945 directory for Arkansas inviting their suggestions as to how the idea might be incorporated in teacher-training curricula; (4) Received six replies from librarians over the State.

The Committee voted for Miss Tatom to send to Mr. Stinnett for presentation to the Advisory Council on Curriculum Revision in August duplicate copies of the letters she had received, with the following recommendation from the Committee:

"That the President of the Arkansas Education Association, the Arkansas Library Association, and the Ar-

kansas Association of School Administrators appoint two members each from their respective groups (representing the elementary, secondary, and college or university levels of instruction) to work with the Director of the Division of Teacher Education and Certification, State Department of Education, in making a study of the preparation of Arkansas teachers for teaching with books and libraries, and, in the light of the study and what is being done in other states, to outline recommendations for incorporating the teaching of the use of books and libraries in the teacher-training curricula of Arkansas."

The advisory council of A.E.A. on Curriculum Revision met in August and took the following action:

"Voted that a joint committee be appointed to work with the State Library Association on problems relating to high school library service."

The following joint committee has been appointed:

Miss Leta Sowder, State Librarian)	
Mr. Marvin Miller, Univ. of Ark. Lib.)	of A.L.A.
Mrs. Catherine Stanick)	

Dr. M. B. Owens, Little Rock)	
Mr. A. W. Rainwater, Walnut Ridge)	of A.E.A.
Miss Annie Mae Roney, Pine Bluff)	

A meeting of this group is scheduled for November 7th. As most of the problems of the Education Committee come within the scope of this joint group, it is hoped that by securing the cooperation of A.E.A. a definite and progressive education program can be launched by the A.L.A.

- (4) The field of Adult Education is so broad that the Committee felt that more might be accomplished by the choice of one phase for its efforts this year. Since librarians everywhere are besieged by club women for program suggestions, it was decided that a practical up-to-date bibliography of such aids would be of much value. Mrs. Wilking prepared and read to the committee a most interesting and helpful paper entitled "How can Libraries Give Better Service to Clubs?" This was enthusiastically received by the committee and it was decided to publish the paper and bibliography in a forthcoming issue of ARKANSAS LIBRARIES.

And so the Education Committee has worked. We cannot report a completed program. Rather, we have endeavored to lay the foundations for a long-range educational program to be broadened and developed bit by bit in future years.

The members of this committee have been most generous with their time and money in attending, at their own expense, the two meetings held this year; and have been untiring in their efforts to carry out the four-point program adopted at the first meeting. To each of them I wish to express my personal gratitude and pleasure in all that they have done to forward librarianship in Arkansas.

Mrs. Hazel H. Deal, Chairman.

Tentative Certification Law

Section 1. A Library Certification Board to regulate the practice of librarianship in Arkansas shall be appointed by the Governor. This Board shall be composed of five members as follows: A representative from the State Department of Education, a representative from the State Library Commission staff, and two librarians and one trustee selected from a list of candidates recommended by the Arkansas Library Association. The members shall serve for terms of five years, except for the first term. Upon the first meeting the members shall draw lots for terms expiring in one year, two years, three years, four years, and five years. Members shall receive no compensation except actual and necessary traveling expenses, to be paid from _____ fund. At least one meeting of the board shall be held annually, and such other meetings as may be deemed necessary by the board to carry out the provisions of this Act.

Section 2. The Library Certification Board (1) shall provide for the certification before _____ of librarians and full time professional assistants in service at the time this Act becomes effective; (2) Shall adopt rules and regulations for the certification of librarians and full-time professional assistants in libraries described under Sec. 3 of this Act; (3) Shall enforce such rules and regulations in accord with the general law and shall issue library certificates to qualified persons.

Section 3. After _____, all libraries receiving support as a whole or in part from public funds shall be required to appoint to vacant and new positions chief and full-time professional assistants only those persons who prior to their appointment hold proper certificates as prescribed by the Library Certification Board.

Penalty:

From and after _____, any public library serving a political subdivision in the state of Arkansas, and every library operated by the state of its authority, including libraries of institutions of higher learning shall employ in the position of librarian or full time professional assistant in the library as defined by this Board only a person

who holds a librarian's certificate issued by this Board. No public funds shall be paid to any library failing to comply with this Act. An exception shall be made concerning the Supreme Court Law Library.

Section 4. This Act shall not be construed to affect any librarian or full-time professional assistant in his or her present position. Such librarians as are now in service shall be entitled to receive a prior service certificate which will certify them for continued service in their present position.

Section 5. Application for library certification under the provisions of this Act shall be made to the Library Certification Board in such form as the Board shall specify and shall be accompanied by a fee which shall be set by the Board and be used to defray the necessary expenses of the Board. A report of the work and receipts and expenditures shall be presented annually to the Governor of Arkansas and to the Arkansas Library Association.

District Library Conference Held In Jonesboro

Librarians and library clerks from Lawrence, White, Jackson, Mississippi, Poinsett, and Craighead Counties held an all-day institute in Jonesboro at the Noble Hotel on December 14. Miss Leta Sowder, Librarian and Executive Secretary of the State Library Commission, Miss Jacqueline Rainwater, Miss Leila Heasley, and Mrs. Ann Bracy, all of the Commission staff, discussed the county library manual, which is in process of revision. Miss Elizabeth Malone, Librarian of the Craighead County Library, was in charge of arrangements for the conference. Others who attended the meeting were: Mrs. Ira Gray, Blytheville Public Library; Miss Loraine Alston, Manila; Mrs. Jessie Bach, Jackson County Library; Mrs. Vivian Gibson, Swifton Public Library; Mrs. J. W. Recker and Mrs. Cleotta Camp, Lawrence County Library; Miss Norah Martin, Randolph County Library; Mrs. Gerry Hill, Monette Library; Miss Eula McDougal and Miss Agnes Stephens, Mississippi County Library; Mrs. Hazel Prichard, White County Library; and Miss Vivian Maddox, Poinsett County Library.

Plans are being made for district conferences in other sections of the state in the spring.

REMINDER—PAY YOUR STATE AND NATIONAL LIBRARY ASSOCIATION DUES THIS MONTH

The state and national library associations are working in the interest of you and your library. Every librarian and every trustee should join the Arkansas Library Association. State dues (\$1.00 for individuals, \$2.00 for institutions) should be mailed to Miss Elsie Weisenberger, Hempstead County Library, Hope, Ark. It is hoped that every librarian and at least *one* trustee from every library board will join the American Library Association as well. National dues should be mailed to the American Library Association, 520 N. Michigan Avenue, Chicago, Ill.

Did You Know That—

MENA—The Mena Public Library Board and the librarian, Mrs. Martha S. Little, are reorganizing and cataloging the collection of 5,000 volumes under the direction of Miss Leta Sowder, Librarian and Executive Secretary of the Commission, and Miss Leila Heasley, Field Representative of the Commission. Mrs. Eugene Cox is chairman of the library board.

HOPE—The Hempstead County Library will be supported by a voluntary one mill tax in 1946 in addition to the \$1,020 appropriated by the quorum court. Miss Elsie Weisenberger, county librarian, reports that this will mean an approximate increase of \$2,000 annually in the library budget.

EL DORADO—Mrs. C. C. Wilking, librarian, reports that the South Side Branch of the El Dorado Public Library has been completely renovated. Walls and shelves have been painted in ivory and the desks and chairs re-varnished. All work on the branch has been completed at the expense of Mr. J. S. Beebe, in whose office the branch is located.

BENTONVILLE—A total of \$310 has been raised through public subscription for the purchase of books for young people. Mrs. H. R. McKeen is chairman of the library board of the Bentonville Public Library.

LITTLE ROCK—County Judge L. A. Mashburn, and J. R. Watson, superintendent of County Schools, accompanied Pulaski County Librarian. Catharine T. Chew, on her bookmobile rounds on November 30. The Pulaski County Bookmobile has traveled eight thousand fifty-one miles from January through November 30, 1945.

FAYETTEVILLE—Miss Orva Henskins, county librarian of the Washington County Library, has resigned to accept the position of librarian of the Claremore Public Library, Claremore, Okla. Her successor has not yet been named.

NORTH LITTLE ROCK—Miss Myrtle Deason of Vandalia, Ill., has been elected librarian of the new public library. Miss Deason, who holds a degree in library science from the University of Illinois, has had fourteen years of library work. She served at the Carnegie Public Library at Sioux Falls, S. D., from 1931-1942. She was associated with the State Library Commission in Pierre, S. D., for one year. In 1943 she joined the staff of the State Library Commission in Illinois and held the position of field visitor until the present time.

MONTICELLO—Miss Elisabeth Huey, formerly librarian of the Logan County Library, has accepted the position of librarian of the Drew County Library in Monticello.